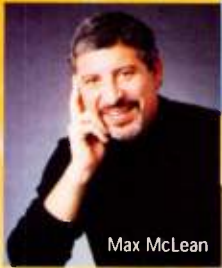




# NRB

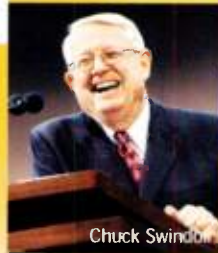
January 2004



Max McLean



Kirk Cameron



Chuck Swindoll



Star Parker



Chris Ingram



Larnelle Harris



Shannon Wexelberg

# 2004

## NATIONAL RELIGIOUS BROADCASTERS

### Convention & Exposition

# Preview



Adrian Rogers



Motivo



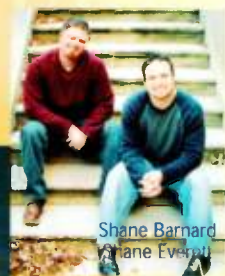
John Piper



George Beverly Shea



Lois Evans



Shane Barnard  
Shane Everett



# The 61st Annual NATIONAL RELIGIOUS BROADCASTERS Convention & Exposition

February 13-18, 2004

Charlotte, NC



# NIRB

The annual Convention & Exposition is the don't-miss event on the Christian communicator's calendar. The Convention is the best place to network with Christian communications leaders, to promote your program or to introduce yourself to the industry. With a new peer-to-peer **Innovation Exchange**, popular and intensive **Boot Camps**, crucial **Super Sessions** on Public Policy and Leadership, and more than 40 **Educational Sessions**, NIRB's Convention provides serious industry training.



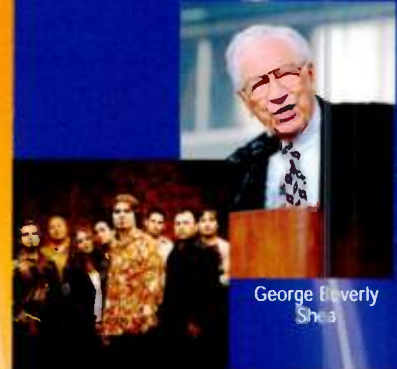
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## February 13-18

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HERB? OH, HE JUST CAN'T WAIT FOR THE NRB CONVENTION NEXT MONTH!





# PRESIDENT'S MESSAGE

## Past, Present, Future

Former U.S. President Woodrow Wilson once said, "We are trying to do a futile thing, if we do not know where we came from or what we have been about." Wilson's observation has the ring of truth about it, and that truth applies to NRB as well. We must know who we are, where we have come from, and where we are going. When asked to describe NRB, I mention five attributes that characterize our Association: 1) our rich heritage, 2) our clear purpose, 3) our extraordinary impact, 4) our unique opportunity and 5) our dramatic challenge.

### A Rich Heritage

We must never forget our rich, godly heritage of visionary men and women who have gone before us. Their work involved creative inspiration, disciplined determination and uncommon perseverance. Were it not for their faithfulness, you likely would not be serving in your present capacity. Our past heritage is more than history; it is a firm foundation upon which we boldly stand today.

### A Clear Purpose

People I talk with sometimes marvel at the surprising unity we have within NRB. How is it, they ask, that we can maintain that unity among such diversity of theological understanding? My first response is to think about our Statement of Faith, the essential truths of the Christian faith that bind our hearts together. I tell others that the work of NRB is to proclaim the Good News of eternal life through faith in Jesus Christ; to transform the culture through the application of sound biblical teaching; and to preserve religious freedom by keeping the doors of electronic media open for the spread of the Gospel. Our purpose is clear; our unity also must be clearly evident.

### An Extraordinary Impact

Perhaps the most obvious impact of our broadcast efforts is in providing hope to those who feel hopeless. A short while ago, a man walked into an NRB-member radio station with a cash donation. The man, a church leader in his community, carried for nearly 10 years the secret burden of addiction to painkillers. There were nights, he said, when he would lie on the floor with a gun in one hand and a radio playing the teaching and music of a Christian radio station in the other. The broadcast was his lifeline, and through it God drew him back to the land of the living.

Many NRB members share stories of listeners who were wavering in their commitment to their marriages and their families, who recommitted their lives to Christ as a result of the bold proclamation of God's truth. One particularly encouraging example of NRB's impact came to me through the lives of three members of Congress with whom I became acquainted. Each of these men shared a common bond: All three were inspired to run for Congress by the teaching they received from Christian radio. Today we have some godly leaders who view public service as a high and holy calling as a direct result of NRB-member broadcast efforts.

Sadly, large parts of the visible church have seemingly lost a commitment to God's Word as revealed truth. It is for us then to maintain biblical fidelity even when others will not. We need to be mindful that the impact of our work is extraordinary because God is extraordinarily faithful to honor his own Word, as we are faithful to proclaim it.

### A Unique Opportunity

Training the next generation of Christian broadcasters is a unique opportunity before us. We have today a new generation of media-savvy young people who want to strategically use electronic media to reach the world for

Christ. Still others wish to take their faith and worldview into secular media organizations, so that the mind of Christ is represented there as well. Both of these groups need training, mentoring, encouragement and support to fulfill their calling in Christ. NRB is strategically and uniquely positioned to assist in these efforts.

Furthermore, many nations have fledging Christian broadcasting efforts. Many of them are climbing the same steep learning curve we have climbed. To the extent that we can strengthen their efforts and help to establish new ones, we can rejoice like the Prophet that there are more "beautiful feet" on the mountain bringing Good News.

### A Dramatic Challenge

As a 60-year old Association, we also face a series of dramatic challenges from a government increasingly hostile to the rights and interests of Christian broadcasters. Those challenges are regulatory, legislative and judicial in nature.

In the regulatory arena, one of our greatest threats is in the area of media ownership limits. In the past, Congress set those limits with an eye to preventing the ownership and control of our media outlets from being concentrated in the hands of a select few. In recent years, Congress delegated that task to the FCC. In a sweeping decision last June, citing free-market efficiency, the FCC substantially raised those ownership limits. That decision is being challenged both in the courts and in Congress, but this trend does not bode well for religious broadcasters. We already have seen substantial reductions in our broadcast platform in the last decade, and this decision will result in fewer available channels of distribution for our programming. As the Scripture says, "How can they hear without someone preaching to them?" (Romans 10:14).

In the legislative arena, the so-called Fairness Doctrine again has reared its ugly head. This unwise, unconstitutional and unfair mandate would require broadcasters to give equal time to other viewpoints whenever a controversial program is broadcast. Since there is nothing more controversial than religion, this mandate, if reenacted, likely would mean the end of Christian broadcasting as we know it. NRB successfully fought this battle before, but at least 40% of the members of the current Congress did not witness the issue's last debate.

In the judicial arena, significant and growing threats to Christian broadcasters are arising from recent activist-court decisions. The most noteworthy is last summer's *Lawrence* decision in the U.S. Supreme Court, in which the court made two stunning assertions: 1) morality is an insufficient basis for law and 2) homosexual conduct is protected under the U.S. Constitution. It is difficult to overstate the gravity of this decision and its implications for Christian broadcasters. It places the newly enshrined "rights" of homosexuals in direct conflict with the Free Exercise clause of the First Amendment. A flood of costly litigation is sure to follow; those without the means to defend themselves will be the first to fall.

### A Necessary Imperative

For NRB, our calling is clear. With the unity that only the Gospel can bring, we must rise, organize and prepare to face these challenges with the same creative inspiration, disciplined determination and uncommon perseverance that marked our industry's early pioneers. We also must remember that the foundation of faith laid by our forebears remains a firm place for us to stand.



Dr. Frank Wright is president of NRB. Contact him at [fwright@nrb.org](mailto:fwright@nrb.org) or 703-330-7000.



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PUBLISHER/PRESIDENT  
Dr. Frank Wright

VP OF COMMUNICATIONS  
Robert McFarland

DIRECTOR OF PUBLICATIONS/EDITOR  
Christine L. Pryor

ASSISTANT EDITOR  
Valerie D. Fraedrich

DIRECTOR OF MARKETING  
Steven R. Cross

COPY EDITOR  
Anne Dunlap

DESIGN  
Maxim Design Group, LLC, Howell, MI  
Sharon L. Schnell, Art Director  
Olivia M. Sivy, Senior Designer

PRINTER  
Atlantic & Hastings, LLC, Salisbury, MD

GENERAL COUNSEL  
Wiley Rein & Fielding

EDITORIAL OFFICE  
9510 Technology Drive, Manassas, VA 20110  
Phone 703-330-7000 Fax 703-330-6996  
[www.nrb.org](http://www.nrb.org)

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**BOTT RADIO NETWORK** and its format have literally revolutionized my walk with the Lord. Thank you for changing my life forever. M.R. — St. Louis, MO



About two years ago God led me to **BOTT RADIO NETWORK**. I accepted Jesus as my Lord and Savior. I know your station was part of God's plan for me. J.S. — Kansas City, MO

I am a prodigal child, returning to my faith after many years of atheism. The Lord Himself led me to **BOTT RADIO NETWORK**. It's a staple of my life. S.H. — Wichita, KS

I strayed away from God, came back and every time I turned on the radio, **BOTT RADIO NETWORK** was still there providing the messages I needed. Thank you very much for your existence. T.R. — Modesto, CA

I started listening to **BOTT RADIO NETWORK** and became a Christian. You've been a blessing by assisting me in becoming a Godly father and husband. B.F. — Memphis, TN



I was away from God, but scanned across **BOTT RADIO NETWORK** and began listening every evening on the way home from work. I am so happy to say I've rededicated my life to Him in a depth that I have never known before. D.F. — Oklahoma City, OK



Dick Bott  
President

At **BOTT RADIO NETWORK**, it's not how many people we reach, but how many **lives are changed** that really matters. That's why the foundation of our format is **Quality Bible Teaching** — with Christian News and Information, to help people grow in the Lord and apply their faith in their daily lives. **God's Word** still changes the hearts and lives of those who have ears to hear.

We thank God for the many program ministries we broadcast. They share our purpose — **to get the Word of God into the people of God...** and make a difference for eternity!



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## CHAIRMAN'S MESSAGE

### It's Outrageous to Have to Write This Column!

A little more than 30 years ago, in October 1973, at approximately 2 p.m., a man was driving in New York with his young son. The car radio was on, and comedian George Carlin's "Filthy Words" monologue was being broadcast. Among the seven filthy words was the infamous "f-word." In my opinion, this would have been absolutely unacceptable even at 2:00 a.m.

The father appropriately filed a complaint with the FCC against the Pacifica Foundation, owners (licensees) of WBAL, the station that broadcast Carlin's monologue. The Pacifica case was one of first impression regarding "indecent" in broadcasting. (The FCC differentiated "indecent" from "obscenity" as it already had addressed the issue of obscenity in an earlier case.)

The FCC specifically defined the concept of "indecent" as being:

"... intimately connected with the exposure of children to language that describes [or depicts], in terms patently offensive as [sic] measured by contemporary community standards for the broadcast medium, sexual or excretory activities and organs, at times of the day when there is a reasonable risk that children may be in the audience."

Using this definition, the FCC determined that the seven words used in Carlin's monologue, when broadcast over the air during a time when children were likely to be in the audience, are indecent and a violation of Federal law. It took the FCC almost two years to make its ruling, but in 1975 the Commission embarked on a bold initiative to clean up the nation's public airwaves of "obnoxious, gutter language ... [that has] no place on radio when children are in the audience."

The Pacifica Foundation appealed the FCC's ruling, and the case went before the U.S. Supreme Court. Three years later, in 1978, that Court expressly affirmed the FCC's definition of indecency and its courageous policy.

Most Americans clearly understood that the use of the f-word in any context on radio or broadcast TV was an absolute violation of common decency; now there was legal precedent for banning such filth over the airwaves.

Someone once said, "What a difference 25 years make." During NBC's recent airing of the *Golden Globe Awards*, recording artist Bono (lead singer for the group U2) used the f-word while receiving an award during the live national broadcast. The FCC, in an unbelievably and grossly irresponsible decision, held that the filthy word was used as an adjective and not a verb describing sexual activity, and therefore it was not "indecent." This flawed logic, if not challenged and reversed, most certainly will lead to the floodgates being opened wide for patently offensive, vulgar, obscene, indecent, profane language being broadcast over America's airwaves. This must stop!

The FCC again failed to correct this growing trend of filth and indecency on the airwaves by not revoking the licenses of stations that recently broadcast the *Opie and Anthony* show that aired a play-by-play commentary of a couple having sexual intercourse in a church sanctuary. This is utterly disgusting, and for the FCC not to revoke their respective licenses is very dis-

turbing. However, we do commend Commissioner Cops, who dissented from the Commission's cowardly decision when he said:

"I wonder when this Commission will finally take a firm stand against the 'race to the bottom' on our airwaves. The time has come for us to send a message that we are serious about enforcing the indecency laws of our country and that we will be especially vigilant about the actions of repeat offenders such as those cases before us here. Instead, we turn an apparently incurable deaf ear to millions of Americans who are fed up with the patently offensive programming sent into their homes so regularly. Today's decision does nothing to discourage such programming. It all comes down to this: Station owners aren't given licenses to use the public's airwaves to peddle smut. They are given licenses to serve the public interest."

Thank goodness everyone is not asleep at the switch, but these blatant profane instances must stop. In the past, shows such as *Jerry Springer*, *South Park* and *The Osbournes* have featured repetitive, gratuitous uses of the f-word, which, although "bleeped," still is recognizable. These incidents teach us that, if not stopped, use of the f-word will continue to proliferate into our homes ... and into the daily vocabularies of our children. How many more children must listen to this filth being broadcast because the FCC has determined that this most offensive word is used "fleetingly" or as "an adjective" or "an insult"? What must happen before the Commission takes a probing look at its own policy?

With invaluable legal counsel from Attorney Ashton Hardy, a member of the NRB Board of Directors, NRB filed a brief with the FCC in December 2003. (Hardy was FCC General Counsel when the Pacifica case was ruled on.) In our brief, we support the position of the Parents Television Council, which asked the FCC to review the staff-level decision of the Enforcement Bureau's ruling that no violation had taken place during the *Golden Globe Awards*, even though millions of children were in the potential viewing audience.

NRB's brief, however, goes deeper than this one incident. We call for a return to the established policy — upheld by the U.S. Supreme Court — known as the *Pacifica Standard*, which bans the use of the f-word, naming it indecent at all times when children are likely to be in the audience.

Additionally, we intend to seek support from Congress and the White House to pressure the FCC to defend the airwaves from this all-out frontal attack on dignity, decency, civility and godliness.



**NRB Chairman/CEO Glenn R. Plummer is president/CEO of Christian Television Network in Southfield, MI. Contact him at [pastorplummer@aol.com](mailto:pastorplummer@aol.com) or 248-559-4200.**

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### Committees

Church Media: Steve Cowart, (816) 353-1994  
International Advisory: Ron Cline, (719) 590-9800  
Internet: Robby Richardson, (231) 773-3361, ext. 236  
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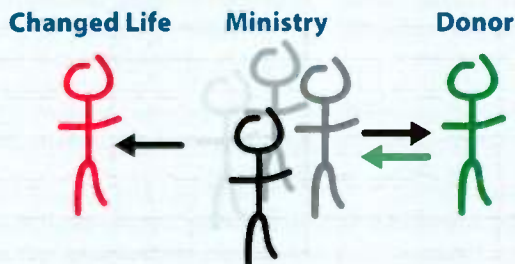


# Are You Talking to Yourself?

## MANY MINISTRIES ARE.

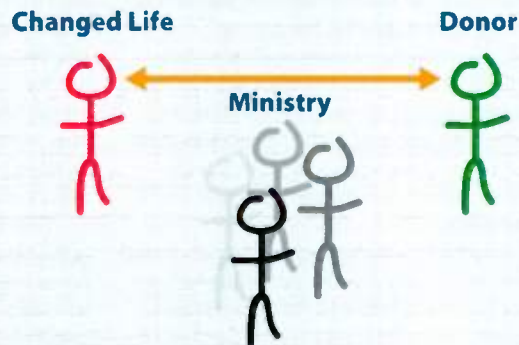
Unfortunately, many ministries today are unintentionally talking to themselves in their donor communication, failing to involve the very people they want to talk to — their donors. Chances are, your donor communication model looks like this:

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## INTERNET

### Cross Media Mix in the Marketing Plan

The Internet is a necessary part of any serious marketing plan. But what allocation of a marketing plan should it receive?

Marketing managers are finding the Internet a great tool to deliver accountability and performance for advertising budgets. They are left with the decision of how much print, radio and TV budgets to pare back in order to free up money for the new Internet initiative.

Let me share a few recent case studies.

McDonald's planned to introduce the Grilled Chicken Flatbread Sandwich in selected key markets. Its objective was branding and to "drive customer intent to purchase," targeting adults between the ages of 18 and 24. McDonald's added interactive Web advertising to its existing advertising mix, which included print, television and radio.

Increasing online advertising reach by 60% boosted product awareness to six million new consumers, an overall increase of 8.3%. Also, the 20% who were not heavy television users were reachable online.

Colgate conducted cross media research for Colgate Total toothpaste. The objective was to increase purchase intent from adults between the ages of 18 and 49. The results: "It cost 23% more to encourage consumer purchase using TV

alone, compared to using TV in combination with online advertising."

Colgate's reallocation of marketing dollars led to "significantly more cost-effective" use of its budgets. By increasing the online advertising budget to 11% of the marketing plan, Colgate increased purchase intent 20% over what the plan would have delivered using only print and television.

Dove found that increasing Internet ad spending to 15% of the budget resulted in a 14% overall increase in purchases. Kleenex found the number to be closer to 26% for the optimum Internet mix. These studies, called XMOS (Cross Media Optimization Study), used research methodology endorsed by the Advertising Research Foundation.

Cross media advertising allocations are moving to embrace the Internet today because online advertising is significantly increasing consumer response to a total marketing campaign. Even more compelling research attests to this change: my children no longer fight over the television, but over the Internet. A new generation certainly will dictate new strategies to reach them.

**Scott Fehrenbacher, VP Business Development, Salem Communications, scott@salemwebnetwork.com**



## HNRB

### ¡Sabor latino!

If you have followed this column, you know the U.S. Hispanic population is formidable, powerful and here to stay. How can the Christian broadcaster best meet the unique spiritual needs of Hispanic Americans?

The 2004 Annual NRB Convention & Exposition will answer this question and more. HNRB and NRB will join forces to present a dynamic bilingual convention to meet the needs of both Anglo and Hispanic communicators. For the first time in NRB history, all general sessions, as well as selected Boot Camps and workshops, will be offered in English and Spanish! HNRB will be providing simultaneous interpretation, allowing Spanish-speaking communicators to benefit from the NRB Convention in their first language.

As always, HNRB will be hosting several events that cater to the Hispanic broadcaster. Our premier event is Sunday evening's annual HNRB Reception in the HNRB Hospitality Suite. The program is designed to encourage, to equip and to enable you to network with peers who share your passion for reaching our world with the message of Christ. HNRB also will be hosting several other events throughout the weekend. Visit the HNRB Web site at [www.hnr.org](http://www.hnr.org) for more Convention details.

**Néstor Colombo, HNRB President, [hnr@nrb.org](mailto:hnr@nrb.org)**



## RADIO

### Political Advertising 101

As we enter a year of intense political activity, requests for political advertising are bound to increase. The FCC has set strict guidelines dealing with this topic. These guidelines must be taken seriously, as violations can bring license revocation and fines of up to \$25,000 per day.

FCC rules require that only legally qualified candidates for Federal elective office be provided "reasonable access" on your commercial station. However, if a legally qualified candidate makes use of your station, you are required to permit each opposing candidate the chance to purchase time at the same rates.

During the time 45 days before a primary and 60 days before a general election, candidates for federal, state and local offices are entitled to the lowest unit rate for ads in the same class and category. The candidate's voice must be used in some part of the commercial. Great care needs to be used in determining the lowest unit rate. You may not charge more than your best advertiser rate and any bonus ads must be considered when making this determination. Long-term contracts should be reviewed to make sure that special rates during the year do not

trigger a lower rate than would normally be charged.

The rate charged must be the net rate to the station. If you offer a commission to an agency, then the same discount must be offered to the candidate even if the purchase is made locally without the use of an agency. However, station rep fees need not be taken into consideration. If you have different national and local rates, you still must offer the lowest unit rate regardless of how the purchase is made. Also, make sure that your published rate card is updated. Network ads, trade advertising and per inquiry ads do not affect your lowest unit rate.

Any requests for equal access must be made within seven days of the prior use. This equal access applies not only during the so-called lowest unit rate pre-election times, but whenever a legally qualified candidate makes use of your station. Exceptions apply for bona fide newscasts, news interviews, news events and news documentaries. Although equal access applies only to the candidates and not their independent supporters, if access is provided to one group, it may not be denied to others.

You are required to air political ads as they are

submitted. They may not be edited or censored even if they are of poor quality and/or contain a message you may not agree with. All political advertising must indicate clearly who is paying for the ads and contain the words "sponsored by" or "paid for."

All requests for political advertising and how the request was handled must be placed in your Public File. This information needs to contain the names of the directors or officers of the organization purchasing the advertising. Retain this information for two years.

The FCC does not take lightly the rules for political advertising. A special workshop will be held at next month's NRB Convention in Charlotte, NC, on political advertising. There will be plenty of Q&A time, so plan to attend. Also, make sure you consult with your communications attorney or the FCC for additional details on what you must do to stay legal with your political advertising. It could save your pocketbook ... and your license.

**David Eshleman, President, Massanutten Broadcasting Co., Inc., Harrisonburg, VA, [DMeshleman@aol.com](mailto:DMeshleman@aol.com)**









## Explosive Ideas, Breakthrough Ads

Every year, NRB's TV Boot Camp creates memorable events that deal with the practical, no-nonsense aspects of successful media ministry, from high-quality producing and directing, to effective writing for television and film, to management and leadership techniques. An incredible array of industry professionals give participants the leading-edge information they need to make a difference for their church, TV station, network or ministry.

This year, since every media ministry needs to master the art of effective marketing, advertising, and promotion, the 2004 TV Boot Camp will focus on how to make that critical connection with your audience.

You'll learn the guerrilla techniques for creating award-winning material. You will discover the most powerful ways to generate

high-concept ideas, produce memorable spots and find the right audience. Additionally, you will see the secrets of successful direct-response television.

Producer and Director Phil Cooke, Boot Camp host, leads an expert team to find the answers you need for the challenges you face. During this intensive, all-day experience, we'll cover four steps to successful marketing: brainstorming, secrets of direct response, producing compelling spots, and marketing and promotion.

The greatest difference between you and the most successful TV ministries is one thing: knowledge. Start changing that in Charlotte, NC.

**Mark Dreistadt, President, Infinity Concepts, LLC, [mark@infinityconcepts.cc](mailto:mark@infinityconcepts.cc)**



## FCC Opens Localism Review

The FCC is in the midst of litigation over the new media ownership rules adopted in June 2003. While that case continues for several more months before a federal appellate court in Philadelphia, PA, the FCC itself is moving forward on a new initiative that grew out of the ownership rule-making: an inquiry into the current state of localism in broadcasting and the need, if any, for new rules to support it.

The FCC has long defined localism as broadcasters' efforts to serve the informational needs of their local communities, particularly through local-content programming such as news and public affairs. During the ownership rulemaking, many critics of potential deregulation, including some on Capitol Hill, raised concerns that greater consolidation would lead to a reduction in localism.

The agency concluded that there is no direct linkage between ownership and the provision of locally oriented programming. However, Chairman Michael Powell agreed that the localism concept remains an important one: "Broadcasters must serve the public interest, and the Commission has consistently interpreted this to require broadcast licensees to air programming that is responsive to the interests and needs of their communities."

He appointed a new Localism Task Force made up of 18 agency staffers, many of them long-time FCC veterans, to lead the new initiative. The Task Force will conduct studies to measure localism, to organize a series of public hearings on localism around the country, and to offer recommendations to both the agency and Congress on how to promote localism in television and radio.

While Powell acknowledged that any actions the agency may take with regard to content regulation must be viewed "through the filter of the First Amendment," observers expect that the FCC will reemphasize broadcasters' obligation to program in the public interest and might propose re-regulation in some areas. It is expected that the FCC will evaluate whether certain elements of its broadcast regulation — including the license renewal process, the network affiliate rules, political broadcasting mandates and public interest obligations — could be strengthened or otherwise supplemented to advance localism.

One possible focus of discussion may be the current issues/programs rule, which requires licensees to disclose "the station's most significant treatment of community issues" on a quarterly basis. This regulation, which dates back to the Reagan Administration, is a streamlined version of mandates that once required licensees to extensively research and document their efforts to ascertain community needs and air programming responsive to them.

Although the agency has not yet issued a formal call for comments on localism, the first in a series of six public hearings was held in North Carolina in December. Future hearings are tentatively scheduled to occur by the end of June 2004 in San Antonio, TX; Santa Cruz, CA; Rapid City, SD; Portland, ME; and Washington, DC. For more details about the localism initiative, including a transcript of the first hearing, check the FCC's Web site at [www.fcc.gov/localism/welcome.html](http://www.fcc.gov/localism/welcome.html).

**NRB general counsel Richard E. Wiley is a former FCC chairman. He is a partner in the law firm of Wiley Rein & Fielding. Partner Rosemary C. Harold assisted in the preparation of this column.**

## CHURCH MEDIA



### Buying Time

Let's say it's time to replace the old clunker you drive to work. Before you plunk down your hard-earned cash — and if you work anywhere near organized religious media your cash is hard-earned — you research the current car market.

Most people will do a combination of things in their fact-finding efforts, including asking a friend and/or reading a consumer periodical that deals with purchasing things. They may be influenced by slick commercials featuring people who are fulfilled because they drive the right car.

Only one of those options will result in buying a car that will probably last you for a while. It's the same option that needs to be exercised when planning a church media buy/campaign: careful planning and research. Instead of jumping in to a full-blown, hour-long, worship service broadcast, your church may be better served by producing image-related spots and buying carefully selected times or outlets for them.

Several things must be determined. Who are you trying to reach? Construct a profile of your target audience, then determine where your audience is in terms of available media choices. Do they watch the local news or are they often found viewing the 24-hour news channels? What are their entertainment choices? You also will want to determine the message you want to deliver to these selected folks. The general message, "We have a great church and you should join us," just doesn't get it. Find the things you do well and tell others about them.

The research you need to help determine where your audience is may be found in a variety of sources, including magazines like *Broadcasting and Cable*, which, although expensive, carry a tremendous amount of information in each issue. Resources also are available on the Internet, including those concerning cable advertising. The *Adweek* site ([www.adweek.com](http://www.adweek.com)) is a great starting point for a number of public relations sites.

Don't forget the locals — local salespeople can share audience numbers with you. You'll be amazed by the way those numbers may be twisted to show that a station losing the vast majority in a given time slot is still a great buy. Surprisingly enough, though, that may sometimes be the case if the losing station is still delivering your target audience in the time slot in question.

As you assemble all the information concerning rates, availability and your target audience, you will find the wisdom needed to spend the resources with which God has blessed you. The bottom line, after all, is to glorify God and to love others.

We'll cover this topic in greater depth during the NRB 2004 Educational Session, "How to Buy and When to Buy." I look forward to seeing you in Charlotte!

**Rod Payne, Minister of Public Relations and Producer of Pathway to Victory, First Baptist Church of Wichita Falls, TX, [rpayne@fbcwf.org](mailto:rpayne@fbcwf.org)**





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## AIRWAVE NEWS RADIO



**New York, NY** – Moody Broadcasting Network and Family Life Radio Network aired Mission America's *The National Leadership Forum Town Hall Meeting* live on October 5-8. (Naomi Frizzell, Naomi@missionamerica.org)

**Florence, KY** – *Dr. B on Health*, hosted by Dr. Shawn Benzinger, launched September 20 on the USA Radio Network. Benzinger is founder/director of Pain Management Specialists and is currently involved with a nationwide project to assist those who do not have health insurance. (Robin Webster, rwebster@paragoncomm.com)

**Dallas, TX** – In the wake of devastating fires in California, KCBI-FM, The New 90.9, teamed up with Shadow Mountain



Community Church in California to raise funds for wildfire relief efforts. During a one-day community fund-raising event, the station received more than \$2,700 in donations. (Laura Best, lbest@kcbi.org)

**Chicago, IL** – WMBI-FM's morning host Mark Elfstrand and HCJB hosted a 20-person team for Mission to Quito, where they assisted in construction and maintenance projects at HCJB World Radio's Alucuco Clinic and work-team apartment. Diana Berryman and Dan Anderson joined the WMBI team to broadcast the morning show from the international studios at the HCJB campus. Moody Bible Institute alumni Ty Stakes and RuthAnn DeFlon, who now serve in Ecuador, joined the morning show to discuss their appreciation for the education they received at the school. (Collin.Lambert@moody.edu)

**Chicago, IL** – Ten Moody Broadcasting Network stations partnered with the Buckner Orphan Care International's Shoes for Orphan Souls program to collect and distribute more than 22,000 pairs of shoes and 62,000 pairs of socks to disadvantaged children in Romania. (*Radio Ink*, 10/27/03)



**Fort Wayne, IN** – Staff and volunteers of the WBCL Radio Network ([www.wbcl.org](http://www.wbcl.org)) spent a full day in September packing donations of thousands of winter coats, boots and shoes into boxes bound for Romania. Listeners to the Christian radio network donated more than 2500 coats and 1600 boots and shoes. In addition to covering the \$10,000 cost of the project, another \$10,000 was raised and given to Eastern Europe Aid Association to feed 42 Romanian children a hot lunch every day for one year. The relief effort was the result of a two-week "Neighbors and Nations" outreach project with the Eastern Europe Aid Association. (Terry Foss, tfoss@wbcl.org)

**Ponca City, OK** – KLVV-FM signed-on sister station KXTH-FM/Seminole/Shawnee, OK, in October, rebroadcasting KLVV's AC format. (Janelle Keith, janelle@klvv.com)

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**Camarillo, CA** – Salem Communications launched a News/Talk

format on KZNT-AM/Colorado Springs, CO. The former KKCS-AM was acquired from Walton Stations for approximately \$1.5 million. KZNT-AM is part of a three-station cluster, along with Religious KGFT-FM and Contemporary Christian KBIQ-FM. (*Radio Ink*, 10/27/03)

**Boise, ID** – KTSY-FM welcomed more than 40 children from God's Kids choir to debut a new on-air single. The choir is sponsored by KTSY and is made up of children between the ages of 4-12 from churches across the greater Boise area. Director Gail Bonine wrote the first single, "Thank You, Jesus." (Jerry Woods, [jwoods@ktsy.org](mailto:jwoods@ktsy.org))



God's Kids and morning show host Jerry Woods (holding KTSY sign) and KTSY GM Mike Agee (in yellow shirt).



**Clarksville, TN** – WAYQ-FM began broadcasting contemporary

Christian music late last year, reaching the entire Clarksville, Hopkinsville and Fort Campbell area. (Matt Austin, [matt@wayfm.com](mailto:matt@wayfm.com))

**Cedarville, OH** – Listeners to the CDR Radio Network, a media ministry of Cedarville University, responded to the network's annual Ingathering 2003 fund drive by contributing or making commitments totaling \$795,000 toward the operating needs of the non-commercial network. An additional \$32,100 in gifts was designated for The Vision Fund, to be used in part to help establish new FM affiliate stations in six additional Ohio cities. The CDR Radio Network has been seeking final FCC approval for new affiliate stations (repeater facilities), which would serve the Ohio cities of Sidney, Greenville, Bellefontaine, West Union, Hillsboro and Logan. (Mark Kordic, [kordicm@cedarville.edu](mailto:kordicm@cedarville.edu))

**Los Angeles, CA** – KF5H-FM started a new nightly Modern Praise & Worship show called *Night Praisin'*.



The show, which airs seven days a week from 8 p.m. to midnight, is hosted by MD Bob Shaw and features music from artists such as Delirious, Matt Redman, SONICFLOOD and Chris Tomlin. (*PDAdvisor*, 09/25/03)

**Greenville-Spartanburg, SC** – WOLI-WOLT-FM signed on last fall with a hybrid format of Contemporary Christian and Positive Country, simulcasting at 102.9 and 103.3. The Entercom combo switched from an '80s-based mainstream AC format. (*PDAdvisor*, 09/25/03)

**Nashville, TN** – WFFH-FM (formerly WRLG) and WFFI-FM (formerly WYYB) joined the school



of one of Salem Communications' The FISH branded contemporary Christian music radio stations. The announcement was made on October 4 during a live broadcast from the LifeWay Christian Store in the Cool Springs area of Nashville. Natalie Grant, Christine Dente, Rachael Lampa and George Rowe joined the morning show team of Doug and Kim during the two-hour broadcast. Listeners in attendance were encouraged to paint symbols of a fish over the old station billboard. (Dick Marsh, [Dick@TheOneNashville.com](mailto:Dick@TheOneNashville.com))

**Knoxville, TN** – WYLV-FM held its Annual Sharathon October 8-10 with a Praise & Prayer Day kickoff.



The WYLV staff with John Brock of Sharemedia.

Sharemedia helped host the station's fundraiser, which garnered \$457,000, more than \$25,000 over its goal. In other news, WYLV helped host a fundraiser for Hope Resource Crisis Pregnancy Center. The pageant was called "Celebrating the Beauty of Kids 2003" which focused on the things that make them beautiful on the inside. ([marisa@love89.org](mailto:marisa@love89.org))



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## TRADE TALK



### INTERNET

**Tucson, AZ** – Christian Emergency Network (CEN,



[www.ChristianEmergencyNetwork.org](http://www.ChristianEmergencyNetwork.org)), is the new all-volunteer cooperative effort of Mission America Coalition partners to help Christian media and ministries speak clearly during a national crisis. Its objective is to be the central emergency collection point for Christians to know how they and their churches can minister in practical terms during a national calamity. (Mike Marshall, [admin@cen911.com](mailto:admin@cen911.com))



**Lincoln, NE** – The Bible Discovery Center from Back to the Bible is a new software product designed to

teach personalized methods of Bible self-study. ([www.biblediscovery.org](http://www.biblediscovery.org))

**Oak Lawn, IL** – In September, Sunlite Radio ([www.sunlite-radio.com](http://www.sunlite-radio.com)), an Internet-only radio station featuring Country, Gospel and hymns, honored country music star Johnny Cash with a three-hour special featuring many of "The Man in Black's" hits. The program was hosted by Chicago-area broadcast veteran Allan Winters. (Allan Winters, [sunlitebroadcasting@yahoo.com](mailto:sunlitebroadcasting@yahoo.com))



### INTERNATIONAL NEWS

**Lima, PERU** – NRB member Action House Productions recently released a new show in Peru called *Abundante, More Than a Cooking Show*. Inspired by the NRB 2003 TV/Film Boot Camp, the show is being produced at the Dream Center Peru through the media school and hosted by David Jesson. Most of the crewmembers are interns from churches across the jungles and mountains. The show currently is produced in English with subtitled interviews; Action House is in the process of dubbing for release to the Spanish community. A series of 26 shows will be shot, with a spring release in North America and Europe. *Abundante* already has debuted in New Zealand and Australia. (David Jesson, 511-461-7058)



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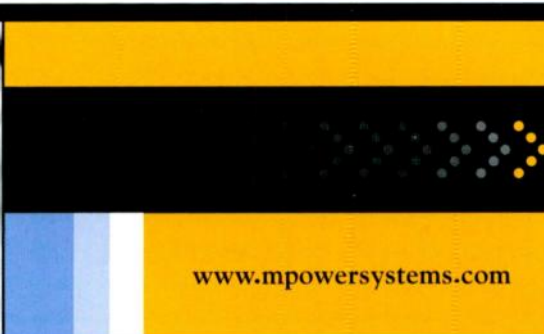
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## AIRWAVE NEWS TELEVISION

**Chicago, IL** – Word recording artist 4HIM recently stopped by the Total Living Network (TLN) to tape a segment for *Total Living with Jerry Rose*. In other news, TLN garnered three nominations from the Midwest Emmy Awards: *Newsmakers*, Outstanding Achievement for an Information program – Public Affairs Series; *More Than The Music*, Outstanding Achievement for Documentary Programs – Documentary of Cultural Significance; and Tom Godar, Outstanding Achievement for Individual Craft Achievements Off Camera – Lighting. Additionally, TLN executives, local dignitaries and special guests attended the September 25 groundbreaking ceremony at the site of the company's new headquarters in Aurora, IL, a western suburb of Chicago. Special guests were Rev. Owen Carr, founder of Christian Communications of Chicagoland; and Sherman Jenkins, a representative for the mayor of Aurora. TLN will maintain a downtown Chicago office. (Emily Kohl, emily@turningpointpr.com)

**Nashville, TN** – Word Distribution partnered with Artisan's Family Home Entertainment division and Warner Home Video for nationwide distribution of best-selling classics to Christian retailers, including many family-friendly videos never offered via Christian retail. (Rich Guider, richguider@comcast.net)

**Fort Worth, TX** – The FamilyNet original production, *We Shall Not Be Moved*, received the Emmy for Outstanding Documentary Program at the inaugural Lone Star Emmy Awards Gala on October 18. FamilyNet's reality series, *TruthQuest: California*, also was honored with a Lone Star Emmy Nomination for Outstanding Entertainment/Variety Program. In other news, FamilyNet Television recently announced an agreement with NorthStar Worldwide, a division of Avalon Media Group, Inc., a wholly owned subsidiary of Avalon-Borden Companies, Inc. (OTC: AVBD), to represent FamilyNet's 31 million-plus household network in the national advertising sales arena. (Denise Cook, dcook@FamilyNet.com)



**Toronto, CANADA** – The Film Freedom Initiative's Opinion Polling Survey (OPS) is designed to develop entertainment that merges quality media with morality. The survey allows participants to express what they think about the filmmaking industry. OPS uses 1-900 numbers and costs participants \$9.95, which is charged to their telephone bills. Proceeds flow into the interim financing (the cost of production not covered by pre-sales). Principal photography for the Initiative's first film, *Intimate Fear*, begins May 17. (Mark Alfano, freedom@silverswordintl.com)

**Naples, FL** – Sky Angel debuted the following specials and programs in November: *VeggieTales "The Movie"*; *God Chasers International Conference*; *Promise Keepers: The Challenge*; *2003 Christian Country Music Awards*; *Way of the Master*; *Bananas*; *Flywheel*; *Mission: God at Work*; *Faith in Action*; and *Lenny and Sid: 'Tis the Reason*. (Nancy Christopher, nancy.christopher@skyangel.com)



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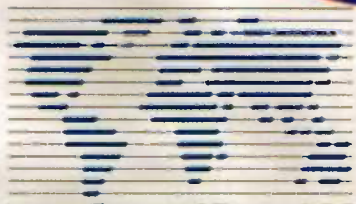
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# TRADE TALK



## MUSIC



Paul Wright

**Nashville, TN** – Newly signed Gotee recording artist Paul Wright debuted his EP in September, *Looking for Mr. Wright*, a 12-week online TV series that gives the viewer a look behind the scenes of his life. ([www.gotee.com/paulwright](http://www.gotee.com/paulwright))

**Hollywood, CA** – Award-winning film composer Jeff Danna scored *The Gospel of John*, which rolled out into theaters in November. The three-hour film, directed by Philip Saville, is a word-for-word treatment from the American Bible Society's *Good News Bible*. Danna's credits include more than 200 projects for film and television. (Tara Howard, [tara@costacom.com](mailto:tara@costacom.com))

**Nashville, TN** – Gospo Centric Records recording artist Natalie Wilson & The S.O.P. Chorale released *The Good Life* October 21, a follow-up to the group's 2000 release, *Girl Director*, which garnered three 2002 Stellar Award nominations. (Lynn McCain, [lynn@mccainpr.com](mailto:lynn@mccainpr.com))



**Nashville, TN** – Gospo Centric Records platinum-selling Grammy winner Kirk Franklin will be co-hosting the 2004 Stellar Awards, along with Yolanda Adams and Donnie McClurkin. Fellow labelmates Byron Cage, Trinitee 5:7, Kurt Carr and Papa San received nominations for the Stellar Awards. The awards program is slated for January 10 in Houston, TX. (Lynn McCain, [lynn@mccainpr.com](mailto:lynn@mccainpr.com))

**Philadelphia, PA** – About 70 people attended the Christian Music Broadcasters reception at the NAB Radio Show in Philadelphia October 1. In attendance: radio consultants, Christians working in mainstream radio and Christian music radio personnel. (Wayne Pederson, 760-200-2707)



**Nashville, TN** – Hallmark featured the music of Steven Curtis Chapman on its traditional holiday CD. Additionally, the Chapman family was featured on the Hallmark Channel's original series, *Adoption*, in the November 12 episode. (*Sparrow In The News*, [www.sparrowrecords.com](http://www.sparrowrecords.com))

**San Diego, CA** – Motivo, formerly 180, marked its first national release on October 28 with a self-titled CD. (Lori Lenz, English markets, [lori@biscuitpr.com](mailto:lori@biscuitpr.com); Amarilis Rivera, Latin markets, [amarilis@onecreativegroup.com](mailto:amarilis@onecreativegroup.com))



**Nashville, TN** – Cross Driven Records singer/songwriter Kelly Minter's first book, *Water Into Wine*, releases from Waterbrook Press in spring 2004. (Lynn McCain, [lynn@mccainpr.com](mailto:lynn@mccainpr.com))

**Nashville, TN** – Word Records artist Randy Travis garnered two Christian Country Music Awards in November. Travis' no. 1 radio hit "Three Wooden Crosses" received "Song Of The Year" and Travis received "Mainstream Artist of the Year." (Leanne Bush, [Leanne.Bush@WBR.com](mailto:Leanne.Bush@WBR.com))

## AIRWAVE ANNIVERSARIES

**Red Castle, County Donegal, IRELAND** – This month marks five years of Gospel 846 AM broadcasting to Northern Ireland. (Steve Marshall, [marshall@iol.ie](mailto:marshall@iol.ie))

**Atlanta, GA** – WFSH-FM, The Fish, celebrated three years on the air with a Point Of Grace show on September 25 at the North Georgia State Fair. Listeners could call in and win tickets during "Point Of Grace Ticket Window Mania," with prizes of family four-packs of tickets. (*PDAvisor*, 09/25/03)



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# TRADE TALK



## PEOPLE

**Orange, CA** – Rev. Dr. Wilbur E. Nelson, 92, died August 22 in Laguna Woods, CA. Nelson, a pioneer in religious broadcasting, founded the daily, half-hour *Morning Chapel Hour* radio program in 1944. His work continued well into his 92nd year with the weekend program, *Wilbur Nelson and His Musical Friends*. He received the NRB Award of Merit and Milestone Awards. *Morning Chapel Hour*, now known as *Compassion Radio*, continues its ministry under the leadership of Nelson's son, Rev. Norm Nelson. He is survived by his son, two grandsons and four great-grandchildren. His wife, Ethyl, preceded him in death. (Compassion Radio, laib@compassionradio.com)

**Fresno, CA** – KDUV-FM founder and president Bob Peart, 69, died September 21 after a long illness. He and his wife began KDUV in 1992. (PDAdvisor, 09/25/03)

**Palm Harbor, FL** – NRB member Gilbert McDowell, 66, died from a heart attack October 24 while in Rome. He was an archbishop of the United Anglican Church and also served from 1992-96 as VP of the Christian Network, where he hosted *In the Word with Gil McDowell*. McDowell was a member of the American Anglican Council, an evangelical, conservative Episcopalian group. He is survived by his wife, Barbara, two daughters, four sons and eight grandchildren. (Barbara McDowell)

**Colorado Springs, CO** – HCJB World Radio program producer Ruth Ann Jacobsen, 45, died from brain cancer October 21. Jacobsen joined the HCJB World Radio staff in 2001 as executive producer of *Beyond The Call*, a daily one-minute radio program hosted by HCJB World Radio Chairman Ron Cline. Jacobsen came to HCJB World Radio with nearly 20 years of broadcasting and marketing experience, including Moody Broadcasting, In Touch Ministries and Peachtree Media Management. Jacobsen is survived by her husband, Jeff, and three children: Christian, 16; Joy, 14; and Kathryn, 12. (James Ferrier, jferrier@hcjb.org)



**Cheryl Moore Harris**

**Nashville, TN** – Provident Label Group named 14-year industry veteran Cheryl Moore Harris VP of gospel marketing. Her experience includes positions with the Black Music Division of Myrrh Records, Harmony Records in New York and EMI Music Distribution. (Jackie Marushka Smith, pr@providentmusicgroup.com)

**Akron, Ohio** – In October, Jeff Henry was named senior VP of sales for InfoCision Management Corporation, overseeing the company's sales efforts across its five divisions. Henry most recently served as VP of corporate accounts at Hewlett-Packard Corporation. (Jerry Harris, jerryh@infocision.com)

**Nashville, TN** – Salem Music Network named Vance Dillard PD of operations. Dillard served in a similar position with South Central Communications, owners of several AC-formatted stations, including top-rated Mix 92.9 in Nashville. (Radio Ink, 10/02/03)

People Continued on pg. 26

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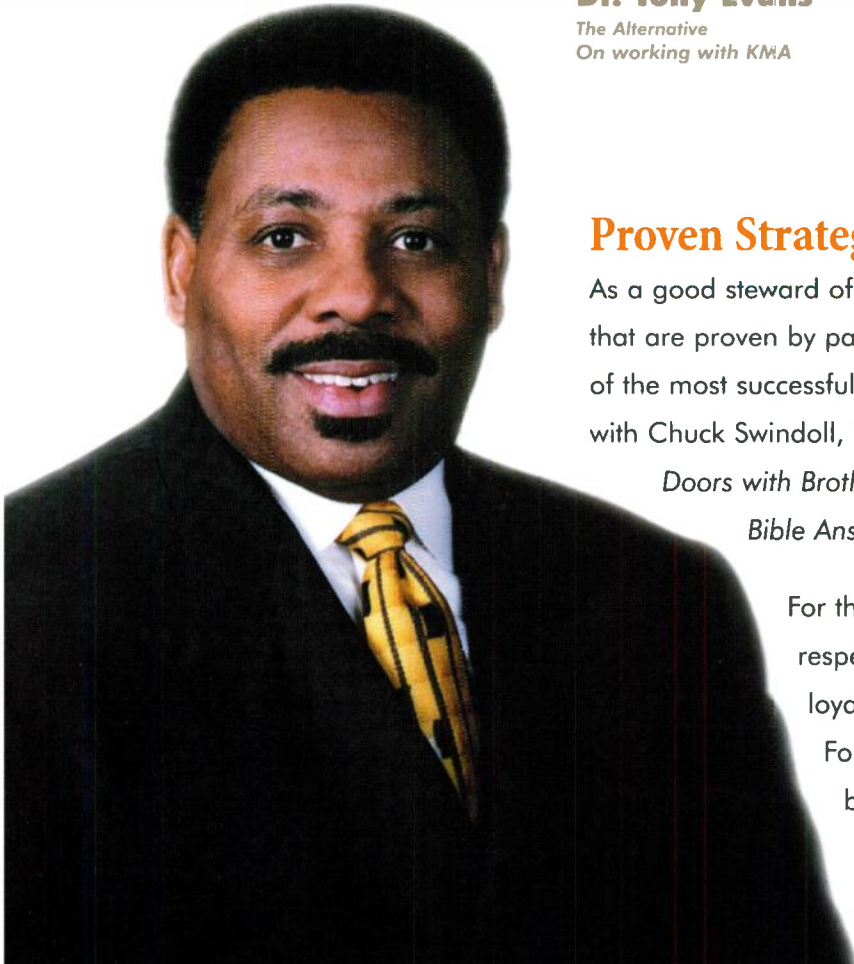
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People Continued



**(L-R) Reverend Kempton Baldridge, Becker and Right Reverend Bishop Pierre W. Whalon**

Convocation of Episcopal Churches in Europe. The award recognizes a Christian who helps to make the world a better place for God's children. (Janet Bozeman, bozemanmedia@comcast.net)

**Zarephath, NJ** – WAWZ-FM, STAR 99.1, welcomed Johnny Stone as its morning show host and program director. Scott Taylor was promoted to SM, with expanded responsibilities in programming, promotions, advertising and outreach. In other news, Allen Lewicki, director of operations, was named to the board of the New Jersey Broadcasters Association. (S. Rea Crawford, 732-469-0991)

**Nashville, TN** – Grammy-nominated and Dove Award-winning Christian artist, Margaret Becker, is the first recipient of the prestigious "Lumiere du Monde" award from the

**Colorado Springs, CO** – Zach Anders, aka Zach Cochran, was named SM of the new WAY-FM radio station for the Denver/Ft. Collins, CO, market. (Dusty Rhodes, dusty@wayfm.com)

**Nashville, TN** – Word Distribution recently made several key executive promotions: Jim Nehs moves to VP, CBA Sales; Keith Stancil steps to VP,



**Fritz**  
General Market & International Sales; Greg Fritz shifts to VP, Sales & Marketing Services; Lori Marty becomes VP, IT & Operations; and Dusty Wells is Sr. Director, National Accounts. (Rich Guider, RichGuider@Comcast.net)

**Rocklin, CA** – Frank Scales joined EMF Broadcasting in October as creative services director. (Lloyd Parker, 916-251-1600)



**Wells**

**La Mirada, CA** – In September, Gregg Harris was named president of Far East Broadcasting Company (FEBC). Harris, FEBC's fourth president, brings more than 10 years of international radio ministry experience to the position, including service with Trans World Radio International. (Melinda Cheng, mcheng@febc.org)



**Greg Harris**



**Columbia, SC** – WMHK-FM welcomed Steve Sunshine as host of the *Clean Air Morning Show*. He recently worked at KKFS-FM/Sacramento. (Tom Greene, tgreene@wmhk.com)

**Roswell, GA** – The Marketing Group (TMG) hired Bob Steele to serve as liaison between TMG and record labels as it launched four new syndicated Christian programs/features last November: *Red Letter Rock 20*, *We Worship*, *The Positive Path*, and *Daily Devotional*. (PDAdvisor, 09/25/03)

## Inspiring Member: Harold J. Sala/Guidelines International

When I was asked to write on the theme of what I have learned in 40 years of broadcasting, I was tempted to leave the page blank. But I have learned a few things (I think).

**I've learned that I knew a lot more 40 years ago than I do now!** In spite of the fact that I had a Ph.D. in biblical text and studied at five graduate schools, I knew more than I do now. With John Calvin, I've developed a "learned ignorance" which has made me more patient, less judgmental, more loving, and less certain that all issues are as simple as I thought they were when I produced the first *Guidelines* commentary, sitting on a shipping crate in a missionary guest house in Los Angeles.

**I've learned that five minutes is enough to change eternal destinies.** "Why a five-minute program?" people asked in the '60s, when everything was longer. Five minutes is long enough to impact a life, yet short enough to be heard at one time. Our files are replete with stories of people who tell us that at the point of suicide or a marriage failure, God used just one commentary to change a life.

**I've learned that times change, but people and their needs remain static.** Taking our love offering (a cash offering a church gives in gratitude for your leaving!) of \$722, my wife and I bought a very-used Ampex 351 and an Electro Voice 664 (tough enough to drive nails) and started recording. Today we master digitally, put the message on the Internet and send it around the world. E-mail keeps us in touch with colleagues overseas in a moment.

In an international ministry which reaches into more than 100 countries, I've discovered that culture is a minefield which has to be respected but can be navigated provided you deal with universal needs.

One year I did conferences in the United States, China, Europe and the barrios of the Philippines. In each location I asked, "What is the primary need of your family?" The answer was clear: "How do you handle the stress of business, family and personal needs, and still find time for God?" Most people know what's right but don't know how to do it. Helping them to connect with God's will brings the fulfillment and purpose they are seeking.

**I've learned that God is enough.** Making the decision that we would remain non-commercial, trusting God for His provision, we have experienced that it is enough. "Doesn't work," replied a celebrated author-friend of mine. It does provided you trust God for your provisions, use wisely what God provides, and work hard.

The dictum of Hudson Taylor that God's work done God's way would not lack His supply is still true. We've seen God speak to people who never met us, never heard us or didn't really know us, yet wrote substantial checks in response to a need they knew nothing of. Based on how many ministries function today, *Guidelines* shouldn't exist, but it does as a testimony to the faithfulness of God.

**I've learned that biblical principles applied to human needs provide hope for our despair, healing for our brokenness and forgiveness for our sin.** In this we have not deviated. Neither pop psychology, entertainment nor my ideas about fixing a broken life are a substitute for gently bringing people into confrontation with God's will and purpose for their lives.

**I've learned that the Holy Spirit directs in what He wants done, provided you follow His agenda and not yours.** For years I've kept a page



**Harold J. Sala**

from one of Francis Schaeffer's books. When asked about his five-year plan, he replied that he didn't have one. He said that while he knew what was immediately ahead, he was committed to the leadership of the Holy Spirit, Who hadn't advised him of how he should respond to the needs of the world that far in advance.

As I started in media ministry years ago, Paul Finkenbinder (aka Hermano Pablo) told me, "God's will is like a flashlight in a dungeon. It doesn't shine around corners but only gives you light for the next step." Now in our 41st year, we continue to seize the opportunity of the moment and leave the future in His hands.

**Since 1963, more than 10,400 five-minute commentaries have been released on Guidelines — A Five Minute Commentary on Living, the longest running five-minute program in Christian radio. For 15 years, Sala also produced a weekly television program carried on as many as 200 stations. Guidelines International (www.guidelines.org) is located at 26076 Getty Drive, Laguna Niguel, CA 92677. Contact Sala at Harold@guidelines.org.**

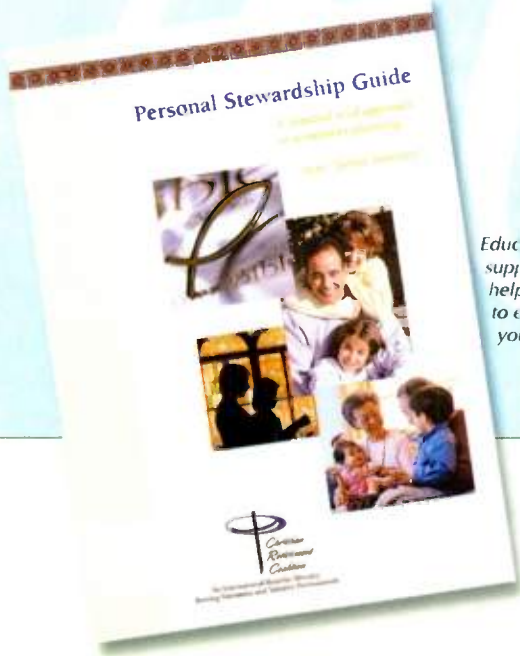




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# 2004 Preview



# NRB

**T**he annual Convention & Exposition is the don't-miss event on the Christian communicator's calendar. However, it is more than excellent speakers and stellar entertainment. The Convention is the best place to network with Christian communications leaders, to promote your program or to introduce yourself to the industry. With a new peer-to-peer Innovation Exchange, popular and intensive Boot Camps, crucial Super Sessions on Public Policy and Leadership, and more than 40 Educational Sessions, NRB's Convention provides serious industry training. But the value doesn't stop there. You can also:

- Network with your peers at industry-related receptions and affiliate events sponsored by a variety of ministries.
- Meet new colleagues at the Innovation Exchange, the International Luncheon and the Banquet.
- Find a crackerjack employee or your dream job at the Job Fair.
- If you're a student, attend the many IRB functions: mixers, paper presentations, breakout sessions and reception.
- Bring your Spanish-speaking staff! NRB will provide translation services to its Hispanic population.



But the Convention is only half of the attraction. NRB's award-winning Exposition — named one of the 50 Fastest Growing Expositions by *Tradeshow Week Magazine* — is a vibrant marketplace of nearly 300 vendors. Browse 140,000 square feet of exhibit space to find the vital tools and services to expand your ministry.

NRB is an Association of Christian communicators that assists its members in proclaiming the Good News of eternal life through faith in Jesus Christ; transforming the culture through the application of sound biblical teaching; and preserving religious freedom by keeping the doors of electronic media open for the spread of the Gospel.



Register today for NRB 2004 in Charlotte, NC. Don't miss the year's premier event in Christian communications!

[www.nrb.org/conv](http://www.nrb.org/conv)



# RADIO

**Saturday, February 14**

9:00 am - 10:30 am

## Can You Hear Me Now? Communicating the Truth Through the Noise

**SPEAKER:** *Chuck Finney, Director of Programming, KLTU/Dallas & National Program Director of Salem Fish Music Stations*

We live in the world's first over-communicated society. Every day, radio listeners are bombarded with thousands of messages from multiple sources. So, how do you compete to be heard above the din of the crowd? This seminar will give you the tools you need to understand and reach your listeners, while effectively communicating the truth through the clutter.

10:30 am - 11:30 am

## Whose Ministry Is It Anyway?

**SPEAKER:** *Tom Atema, General Manager, Blue Ridge Broadcasting, Black Mountain, NC*

This panel discussion will present a behind-the-scenes look at how a 40-year-old radio ministry successfully answered this question and brought the Gospel to more listeners in the process. What led them to the decision that changes had to be made? How did they face the brutal facts and deal with the board, staff, and listeners in implementing the change? If you're facing tough decisions and want to view a biblical model with practical application for managing change in your broadcast ministry, this is a session you'll want to attend.

12:30 pm - 2:00 pm

## Effective Audience Research: The Power of Knowing

**SPEAKERS:** *Jim Marshall, General Manager, WMHK-FM, Columbia, SC; Larry Rosin, Co-founder and President, Edison Media Research Co., Somerville, NJ*

Has today's audience research made us more effective communicators or simply squeezed the creativity out of the art? In this session, we'll wrestle with that issue while surveying the basic approaches to audience research. We'll also study real-world examples of research projects and tackle the tough questions about the role of audience research in the world of religious broadcasting.

☼ *Spanish translation available*

# TV/FILM

**Saturday, February 14**

9:00 am - 2:30 pm

## Secrets of Successful Television Advertising, Marketing & Promotion ☼

Learn guerrilla techniques for creating award-winning television commercials, promotional campaigns and fundraising projects. Discover powerful ways to generate high-concept ideas, produce memorable spots and advertising, create successful direct response campaigns, and find the right audience.

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*Idea Explosion - The Art and Science of Brainstorming*

### Section 2 – Secrets of Direct Response

*The Importance of Results*

### Section 3 – Producing

*Producing contemporary, compelling, and relevant television spots and campaigns*

### Section 4 – Marketing & Promotion

*How to reach an audience with impact; understanding the importance of demographics*

# LEADERSHIP

**Saturday, February 14**

9:00 am - 2:30 pm

## Lessons From Good and Bad Leaders

*Based upon the writings of John Maxwell & Jim Garlow in The 21 Irrefutable Laws of Leadership – Tested By Time.*

**SPEAKER:** *Dr. Jim Garlow, Senior Pastor, Skyline Wesleyan Church, La Mesa, CA*

*Dr. Jim Garlow, senior pastor of Skyline Wesleyan Church in La Mesa, California, is a best-selling author, sought after speaker, and an acknowledged expert on both church history and leadership principles. Dr. Garlow holds a Ph.D. in Historical Theology from Drew University and hosts the radio program, The Garlow Perspective.*

It all hinges on leadership. Come learn from the best – and the worst – of leaders. We'll look at both, and learn from each group. And with the knowledge gained, hopefully you will be able to cast some light on your own leadership skills and become a great leader.

All of us can name good leaders and bad leaders. What was the difference? What are the key indicators that a leader is headed for trouble – whether it be a country, a company, a church or a Christian ministry?

Conversely – and admittedly, much more positive – what are the indicators that a leader is taking the organization or ministry forward to a bright and effective future?

# INTERNET

Saturday, February 14

9:00 am - 2:30 pm

## Internet 1 – Evangelism

**MODERATOR:** Robby Richardson, Chairman, NRB Internet Committee

**PRESENTERS:** Dr. Sterling Huston, Billy Graham Evangelistic Association, Minneapolis, MN; Keith Stonehocker, Christianity Today, Carol Stream, IL; Alan Beeber, Campus Crusade for Christ, Orlando, FL; Steve Goddard and Simon Jenkins, Editors, [www.shipoffools.com](http://www.shipoffools.com)

In cooperation with the Internet Evangelism Coalition (IEC), a coalition of major ministries and denominations, NRB offers an in-depth look at the impact of the Internet on our job as Christian communicators. The IEC, an office of the Billy Graham Center at Wheaton College, exists to “stimulate and accelerate Web Evangelism within the worldwide Body of Christ.” Join with us as we look at the whole area of Internet Evangelism and the opportunities it provides.

## Internet 2 – Communicating Effectively on the Web

**MODERATOR:** J. Sebastian Traeger, President, Christianity.com, Alexandria, VA

An effective Web ministry communicates the Gospel to a global audience, strengthens relationships with existing support and establishes relationships with new individuals, while increasing online revenue. Equip your ministry, church or station with the principles and tools to build and maintain vibrant and effective Web ministries with the following sessions:

- Creative Excellence: Attractive Design, Consistent Navigation and Clear Communication of Mission  
*Panel led by Michael Shafer, Creative Director, OpenBox9*
- Content Is King: Building an Extensive Resource Library and Keeping It Fresh  
*Speaker: TBD*
- Guerrilla Promotion: Online, Offline, Search Engines, E-mail and Grassroots  
*Panel led by Richard Randolph, Amusement Ride, Air Craft & Internet Promoter Extraordinaire*
- Nerds Welcome: Data Integration, Tracking Mechanisms and Results  
*Speaker: Duncan Rein, CEO, Christianity.com, Alexandria, VA*
- Web Ministry Audit  
Your turn! Send us your site. The panel will evaluate it and give practical suggestions. E-mail your URL in advance to [Sebastian@christianity.com](mailto:Sebastian@christianity.com) for consideration.

# CHURCH MEDIA

Saturday, February 14

9:00 am - 2:30 pm

The 2004 NRB Church Media Boot Camp focuses on two critical, but often under-appreciated areas of production: lighting and audio. Kent Morris and Paul Wonek, two nationally-known industry professionals, lead intense two-hour sessions to give you a better understanding of technical principles that will take your church production to the next level.

## Audible Images: Understanding Audio for Video

Sound isn't an afterthought; it's a vital part of your visual communication. Learn how to create professional audio tracks for video productions. Kent Morris will lead you down the path of excellence, from proper gain structure, through mic-ing technique and into the digital future. Learn how to develop a mix that translates for video while taking as little time as possible away from your video and lighting duties.

## Lighting Design: Fundamentals, Functions, Fabrics and Fun!

Paul Wonek leads this informative session that shows you how creative lighting techniques improve the appearance and mood of your worship center. Topics include:

- Basic 3-point lighting
- Using color gels to set appropriate moods
- Lighting your pastor for remote tapings
- Dealing with ambient light
- Questions and answers

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# Rave Reviews

## Christian Ministries and Media Agencies Sing the Praises of Media Professional Plus

“Media Professional Plus<sup>SM</sup> gives us insight, for the first time, into how many people are listening to our program beyond those who are responding financially. This helps us to evaluate station performance. For instance, does the station have a lot of listeners but they’re just not responding to the program? Or, is our response in line with who is actually listening? Media Professional Plus not only gives us a good idea of the numbers of people who are tuning in, but it helps us to know qualitatively who our audience actually is.”

*Jeff Carter, Media Director,  
Western Region, In Touch Ministries*

“I like everything about Media Professional Plus. Arbitron's National Regional Database has been particularly helpful in enabling us to analyze a station's numbers immediately before and after a program comes on the air. That way, we can tell if our program is building off the lead-in numbers or if people are tuning out when it comes on. This helps us to place programs more effectively. For example, if we can spot a trend where every time we lead in from a certain program our client's audience grows, then we can try to position our client's programming in that regard. Looking at what comes on before and what comes on after is a feature we never thought we'd have.”

*John Wesley, Senior Account Executive,  
GSF & Associates*

“We analyze radio station listening performance in a number of ways at FamilyLife. Looking at overall response levels, new listeners who contact us, quantifying the donations that come in, and examining the station's effect on conference attendance. Media Professional Plus, however, finally makes our toolbox complete. Now, for the first time, we can report as accurately as we know possible how many people are listening to specific programs. The industry respect of the Arbitron brand and its database will enable us to better reflect to our constituency our impact in doing what we're called to do.”

*Mike Clowers, Director of Broadcast, FamilyLife,  
A division of Campus Crusade for Christ*

“One thing in particular that major donors really want to know is how many people are listening to a given program. Previously, we could say, 'We know a lot of people are listening because X number have contacted us in some way.' But we know that the actual number is greater than this estimate, because not everyone sends a letter or calls, etc. With Media Professional Plus, we can now document more accurately how many people are tuning in to our clients' programs. In turn, this enables them to say to prospective donors, 'Here is the kind of audience we know our broadcast is generating.' It also provides a wonderful tool for guiding us, additionally, in making programming recommendations and decisions on their behalf. We are thrilled to have access to these types of data.”

*Peggy Campbell, Vice President, Marketing,  
Ambassador Media*

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For more information, please contact Dan Griffin at (770) 668-5423 or dan.griffin@arbitron.com

## SATURDAY, FEBRUARY 14

12:00 pm

### Women's Luncheon: Connecting Hearts, Engaging Lives

– ticket required

SPONSOR: Blue Ridge Broadcasting

SPEAKER: Star Parker, President, CURE, Los Angeles, CA

MUSIC: Shannon Wexelberg, Doxology Records, Franklin, TN

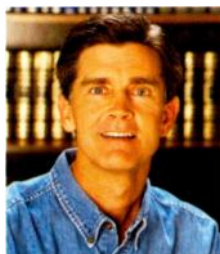
7:00 pm

### Opening Session: Renewing Our Vision – badge required \*

SPONSOR: KMA Direct Communication

WELCOME COMMENTS: SEN. Elizabeth Dole (R-NC, invited)

SPEAKER: Chip Ingram, President & CEO of Walk Thru the Bible Ministries and teaching pastor of the Living On the Edge Radio Ministry, Atlanta, GA.



SPEAKER: Chuck Swindoll, Chairman of the Board, Insight for Living, Plano, TX

MUSIC: Larnelle Harris, Crowne Music Group, Franklin, TN

MUSIC: Chris Tomlin, Sixstep Records and CAA, Nashville, TN

## SUNDAY, FEBRUARY 15

10:00 am

### Call To Worship – badge required \*

SPONSOR: Cornerstone TeleVision

SPEAKER: Franklin Graham, President, Samaritan's Purse and President, Billy Graham Evangelistic Association, Charlotte, NC



MUSIC: Dick & Mel Tunney

TESTIMONY: Lois Evans, Senior Vice President, The Urban Alternative, Dallas, TX

DRAMA: Max McLean, Fellowship for the Performing Arts, Morristown, NJ

MUSIC: Stuart Neill

## MONDAY, FEBRUARY 16

12:00 Noon

### International Luncheon: Working Together To Impact the World

– badge required

SPONSORS: Romanian Christian Television & Little Samaritan Mission

SPEAKER: Michael Cassidy, Founder and International Team Leader, African Enterprise, Pietermaritzburg, South Africa.



MUSIC: Motivo, Crowne Music Group, Franklin TN

4:00 pm – 5:15 pm

### Super Session: Public Policy – The State of Religious Broadcasting: Access Denied

– full registrant badge required

Sponsor: The Visual Bible

MODERATORS: Janet Parshall, Host, Janet Parshall's America, Arlington, VA; Stuart Epperson, Chairman, Salem Communications Corp., Winston-Salem, NC

The legal and regulatory framework for religious broadcasters is more precarious today than any time in the last decade. Profound threats (both old and new) to the rights and interests of broadcasters are emerging. Among them are: media consolidation, the reinstatement of the so-called Fairness Doctrine and looming restrictions on religious free speech. This Public Policy Super Session will explore these challenges and discuss potential solutions.

Rep. Tom DeLay (R-TX, invited), the House Majority Leader, will address the session, followed by a panel discussion with influential members of Congress, including Rep. Richard Burr (R-NC), Rep. Walter Jones (R-NC) and Rep. Mike McIntyre (D-NC). Ample time is set aside for questions and answers.

\* Spanish translation available

## Acknowledgments

Ambassador Advertising Agency  
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## Smart solutions for broadcast

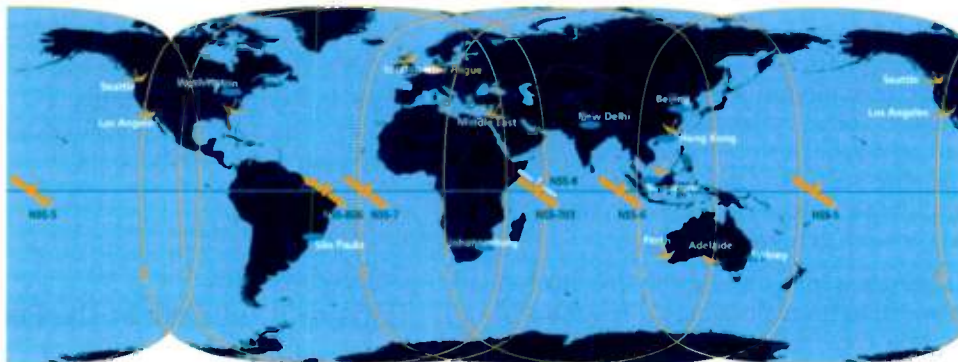
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Please contact [atompkins@newskies.com](mailto:atompkins@newskies.com) for further information and to schedule a meeting at the February 2004 NRB Convention.



7:30 pm

## NRB Media Awards – badge required

Pre-release viewing of *The Passion* following awards ceremony

**SPONSOR:** WLMB-TV

**Emcee:** Kirk Cameron, *Living Waters Publications*

**Music:** Shane Barnard & Shane Everett, *Inpop Records*

**MUSIC:** The Talley Trio

**MUSIC:** George Rowe, *Rocketown Records, Nashville, TN*



**PRE-RELEASE VIEWING:** *The Passion*, directed by Mel Gibson – badge required

Open to all NRB Registered Convention Attendees

## TUESDAY, FEBRUARY 17

7:30 am

### Innovation Exchange: A Problem Solving Dialogue – ticket required

Continental Breakfast Included

New to NRB this year, the Innovation Exchange promises to be a hotbed of lively discussion and innovative

thinking. Twenty small groups will be meeting about a spectrum of topics related to some of the most pressing issues facing communicators and ministry leaders. You can be directly involved by asking the group for ideas and resources to meet your current challenges or by sharing your success stories. Think of it as an Internet forum or listserv without the Internet — a dynamic time of interaction and peer-to-peer resource exchange!

Use your registration form to register for the Innovation Exchange, which includes a continental breakfast. When you arrive at the convention, visit the “NRB Concierge Desk” in the lobby to register for your topical discussion. Each topic will consist of 20 participants around an open table and will be led by a group moderator, who will help guide the discussion. Every participant is encouraged to share ideas and ask questions.

The Innovation Exchange features a variety of topics to meet each segment of the Christian communications industry. Some topics of popular interest will have multiple groups meeting to allow greater participation. Here is a sampling of some of the topics (subject to change).

## INNOVATION EXCHANGE

*A problem solving dialogue*

### Sampling of Innovation Exchange Topics (subject to change):

#### Radio

- Growing a Radio Ministry
- Effective Programming Choices
- Funding & Development of Programming Content
- Impact of Latest Technology

#### TV / Film

- Growing a TV Ministry
- Effective Programming Choices
- Funding & Development of Programming Content
- Impact of Latest Technology

#### TV, Radio & Internet

- Politics, The Gospel and Broadcasting
- Covering News and Current Events from a Christian Newsroom
- Developing On-Air Talent

#### Publishing / Products

- Identifying Winning Partnerships Between Publishers and Broadcasters

#### Agency / Consulting

- The Challenges of Being Relevant and Cutting Edge in Today's Society

#### Internet

- Web Development Strategies
- Latest Web Technology (Tips & Tricks for Technical Staff)
- How to Communicate Internationally

#### Church Media

- Integrating Technology into Worship
- Working With Your Pastoral Staff

#### International

- Developing & Maintaining an International Broadcast

#### Management / Finance

- Proper Care of Donors
- Senior Level Staff Challenges to Managing a Ministry
- Managing and Motivating Employees Plus Training and Maintaining Quality Volunteers

#### Legal / Copyrights / Licensing

- Critical Legal Issues Facing Broadcasters (includes Music Licensing)

4:00 pm – 5:15 pm

### Super Session: Defending The Faith In The Public Arena

– full registrant badge required

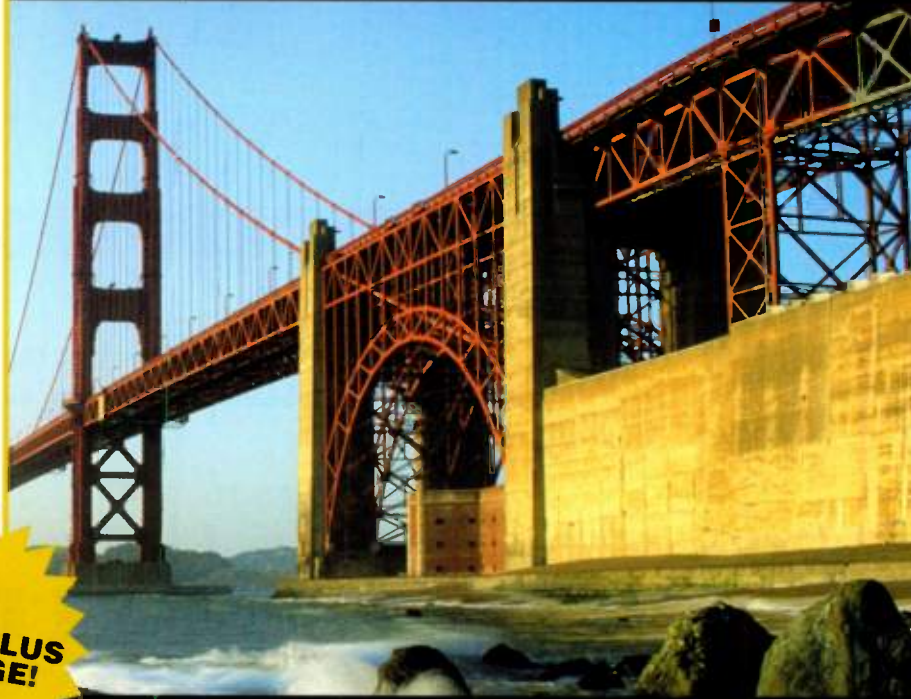
**PRESENTER:** John Piper, *Bethlehem Baptist Church, Minneapolis, MN*

The all-satisfying beauty of Christ is the ground of the Gospel and of the life that gives it credibility. Therefore, seeing, savoring and showing that beauty is the deepest duty of all defenders of the faith. “Father, I desire that they also, whom you have given me, may be with me where I am, to see my glory” (John 17:24). If we don't see it, we can't savor it. And if we don't savor it, we won't show it. And if we don't show it, the world will perish. The greatest struggle is to see — for the world and for us.

Spanish translation available



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*The Light for San Francisco*

7:00 pm

## Banquet: Renewing Our Vision ☼

– ticket required

**SPONSOR:** World Vision

**SPEAKER:** John Piper, Senior Pastor, Bethlehem Baptist Church, Minneapolis, MN



**SPEAKER:** Adrian Rogers, Chairman of the Board, Love Worth Finding Ministries, Memphis, TN



**MUSIC:** GLAD, Glad Productions, Purcellville, VA

**MUSIC:** George Beverly Shea, Billy Graham Evangelistic Association, Charlotte, NC

**MUSIC:** Kurt Kaiser, Tyndale House Publishers, Carol Stream, IL



## WEDNESDAY, FEBRUARY 18

9:00 am

### Presidential Session – badge required

**SPEAKER:** President George W. Bush (Invited)

## RADIO

Monday, 9:00 am - 10:15 am

FCC Update – Part 1

Monday, 10:30 am - 11:45 am

FCC Update – Part 2

Monday, 2:30 pm - 3:45 pm

Programming Strategies for the 21st Century ☼

Monday, 2:30 pm - 3:45 pm

Watchman on the Walls: News as Part of Your Ministry

Tuesday, 9:00 am - 10:15 am

Good to Grand – 25 Things You Can Start Doing Tomorrow To Reach More Listeners For Christ

Tuesday, 10:30 am - 11:45 am

Political Programming in an Election Year

Tuesday, 2:30 pm - 3:45 pm

Finding Funding For True Ministry

Tuesday, 2:30 pm - 3:45 pm

Think Locally, Act Globally: Selling to the National Market

## TELEVISION

Monday, 9:00 am - 10:15 am

What Women Want: Capturing the Female Audience

Monday, 10:30 am - 11:45 am

DVD & DTV: The Unlimited Potential of Digital Production & Broadcasting

Monday, 2:30 pm - 3:45 pm

Making It Real: The Christian Response to Reality TV

Tuesday, 9:00 am - 10:15 am

Lessons From Network TV News

Tuesday, 9:00 am - 10:15 am

Power Public Relations:

What Do They Think of When They Think of You? ☼

Tuesday, 10:30 am - 11:45 am

Show Me The Money! The Future of Fundraising and Financing Christian Television

Tuesday, 2:30 pm - 3:45 pm

Future Trends:

Stop Chasing the Big Dog's Tail and Start Leading the Pack

Tuesday, 2:30 pm - 3:45 pm

Going Global:

Taking Your TV Ministry to an International Audience



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[www.nrb.org](http://www.nrb.org)



- Training Resources
- Downloadable e-Directory
- Discounts for NRB Members

## INTERNET

Monday, 9:00 am - 10:15 am

Get In the Stream

Monday, 10:30 am - 11:45 am

FLASH – Engaging Your Audience Using Animated and Interactive Content

Monday, 2:30 pm - 3:45 pm

Internet: The Doctor Is In Again – Website Clinic

Tuesday, 9:00 am - 10:15 am

Guerrilla Internet Marketing

Tuesday, 10:30 am - 11:45 am

Building a Strong Integrated Revenue Model ☉

Tuesday, 2:30 pm - 3:45 pm

Keeping Your Web Presence "Fresh"

## CHURCH MEDIA

Monday, 9:00 am - 10:15 am

Lessons We Can Learn From Thigh Master, Ginzu Knives, and Popiel's Pocket Fisherman

Monday, 10:30 am - 11:45 am

How to Buy and When to Buy Time For Your Ministry

Monday, 2:30 pm - 3:45 pm

Media Ministry & Money

Tuesday, 9:00 am - 10:15 am

Church Radio: Thinking Outside the Box

Tuesday, 10:30 am - 11:45 am

Transition to Digital: What Does It Mean For My Ministry?

Tuesday, 2:30 pm - 3:45 pm

Show and Tell

## INTERNATIONAL

Monday, 9:00 am - 10:15 am

What the Local Station Can Do Internationally

Monday, 2:30 pm - 3:45 pm

How To Get Involved in Radio Ministries Worldwide

## MARKETING

Monday, 9:00 am - 10:15 am

Event Fundraising: Educate, Inspire, and Involve!

Monday, 10:30 am - 11:45 am

Creating Effective Newsletters ☉

Monday, 10:30 am - 11:45 am

Branding: Why Everything Matters...How It Works ☉

Tuesday, 9:00 am - 10:15 am

How Would Jesus Market?

The Biblical Imperative for Good Marketing

Tuesday, 10:30 am - 11:45 am

Relating Development & Marketing to Fulfillment

## MORE...

Monday, 9:00 am - 10:15 am

Leadership for Effective Media Ministry ☉

Tuesday, 9:00 am - 10:15 am

How To Get That Job in Broadcasting

Tuesday, 10:30 am - 11:45 am

The Power Of A Good Question:

Five Questions Your Organization MUST Ask

Tuesday, 10:30 am - 11:45 am

Tapping Into The Heritage Foundation's Resources for Programming Content

☉ *Spanish translation available*

## Sponsors

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# Your Guide to a Great Convention Experience

BY RICHARD G. ENSMAN

## Making New Members Feel Welcome

So you've met a new member, or maybe recruited one. Now what? Follow these few simple tips to help new members make the most of their NRB involvement:

- Be a mentor. Take the new member under your wing, and invite him to events and activities. Suggest avenues for involvement and answer questions ... or find out the answers. Hey, you might learn something!
- Make it real. Show your new member why and how NRB benefits her.
- Introduce the new member to others. Help your new member learn the names and backgrounds of other members. And be sure she gets to know her new peers over lunch or dinner.
- Respect the new member's learning style. People learn in different ways. Ask your new member how he'd like to become acquainted with NRB activities. Reading brochures and newsletters? Listening to others? Show and tell?
- Keep the language simple. Don't confuse your new member with Association acronyms or complex explanations of programs. Explain what NRB does in simple, easy-to-understand terms and allow your new member to immerse himself gradually in Association vocabulary.
- Encourage bite-sized involvement. Get her involved in a simple event or a long-standing committee, and keep her responsibilities simple. She'll feel pleased with her contribution and will be set for success by avoiding an avalanche of responsibility.
- Remind your new member that he won't break anything. Assure him that he's capable of involvement – and eventual leadership. Remind him that his opinions and participation will be positive, and that working with peers will allow great things to happen.

## 5 Tips for a Comfortable Convention

Remain comfortable and energetic at NRB 2004 by observing these five simple posture tips:

1. Shift in your seat during meetings or educational sessions. Movement improves blood flow and reduces stress on your joints.
2. Exercise in a tight space by tensing and releasing major muscle groups, rotating your wrists and arching your shoulders.
3. Remember to distribute weight evenly when you're carrying items around the jam-packed Exposition floor. Your back will thank you.
4. Put your weight on the balls of your feet. This promotes balance, provides support and prolongs foot stamina.
5. Breathe naturally. Let your breaths come from the diaphragm, and you'll find yourself becoming more relaxed and energetic.

## The Day After NRB 2004

What happens the day after you return from NRB 2004? Is it back to work as usual? Do you sit back and relax? Whatever you do, take a few moments to put the finishing touches on your Convention experience.

- Send thank-you notes to people who positively impacted your time in Charlotte. Don't forget volunteers who went out of their way to help you.
- Sort through the stack of materials you brought home and divide them into four categories: read ASAP, distribute to employees and colleagues, file for future use, and recycle.
- Write a few action points based on what you learned at NRB 2004. These can help you in your professional and personal growth.
- Make a telephone call or send a note to at least one new person you met at the Convention.
- Follow-up on product information you obtained at the award-winning Exposition.
- Mark NRB 2005 on your calendar: Feb. 11-16 in Anaheim, CA.



## Become a Change Agent

"I think NRB should ..." The next time you say those words, take the following step and become an Association change agent. With the right mix of ideas, energy and commitment, you can make things happen. Here's how:

- Enlist support. Involve your peers. Get them excited about your idea.
- Spread your idea. Talk about it at Chapter meetings, on the Convention floor and informally with colleagues.
- Get people thinking. Offer specific scenarios. For example, you might circulate a sketch, budget draft or program outline. Or you might pose to your peers specific questions about your idea, which might produce reaction and deepening interest.
- Pilot your ideas. Offer to test them. Let's say that you want NRB to offer a new service to members. You might volunteer to organize the service for a limited period of time or to a limited number of members – just to see how it goes.
- Circulate case studies. Has your idea been tried elsewhere? If so, get the particulars – in the form of summaries, case studies or brochures – and pass them along to other members.
- Offer a plan. If your idea is relatively simple, your plan might be a brief proposal to NRB leadership. Or if your idea involves greater commitment and cost, it might be a full business plan spelling out a myriad of details.
- Volunteer. People listen to those who are committed and involved.
- Find a patron. Enlist the support of board members who have a reputation for making good things happen.

## 2004 Monthly Membership Planner

Do you want to increase your involvement with NRB? Great—opportunities abound! Use this planner to pump up your participation.

### January

Set new goals for what you want to accomplish. Go to [www.nrb.org](http://www.nrb.org) and make final plans for your NRB 2004 Convention experience in Charlotte, NC.

### February

Attend NRB 2004 and take advantage of the educational sessions and the new Innovation Exchange and Super Sessions. Don't forget to cruise the award-winning Exposition floor at least three times ... it takes that long to see everything on display.

### March

Do you want to become more familiar to the industry? Consider exhibiting at NRB 2005. For more information, contact Steve Cross, Director of Marketing: [scross@nrb.org](mailto:scross@nrb.org) or 703-330-7000.

### April

Contact your Chapter Chairman and find out how to get involved in upcoming regional activities.

### May

Invite three friends or colleagues to take the first steps toward NRB membership.

### June

Offer to serve as a mentor to a new member. To find one in your area, contact Anne Tower, Director of Membership: [atower@nrb.org](mailto:atower@nrb.org) or 703-330-7000.

### July

Get to know at least one NRB colleague over lunch or dinner.

### August

Familiarize yourself with NRB's legislative agenda. Write a letter or make a telephone call to your legislators offering your opinion about important issues.

### September

It's back-to-school time! Be a mentor to a member of IRB, the Association's college Chapter. Or go back to school by participating in a media training program through the Leadership Institute. Learn more from [www.nrb.org](http://www.nrb.org).

### October

Register for NRB 2005 in Anaheim, CA, and visit [www.nrb.org](http://www.nrb.org) to begin planning your schedule.

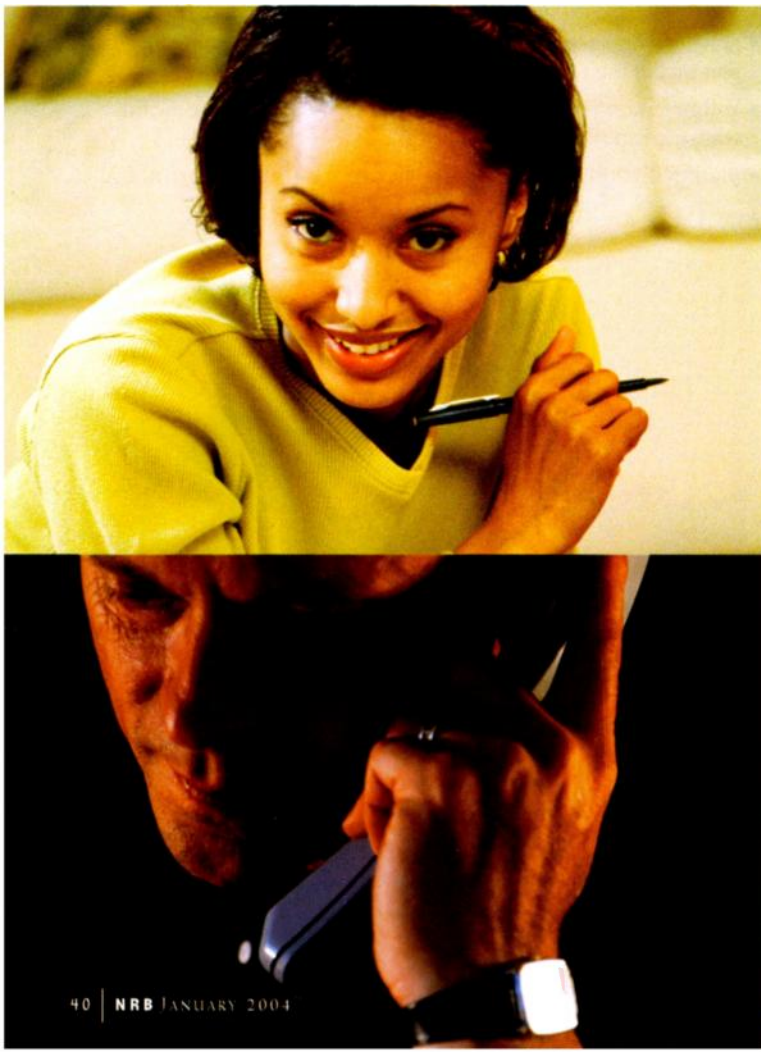
### November

Send a handwritten note to someone in the Association for whom you're thankful.

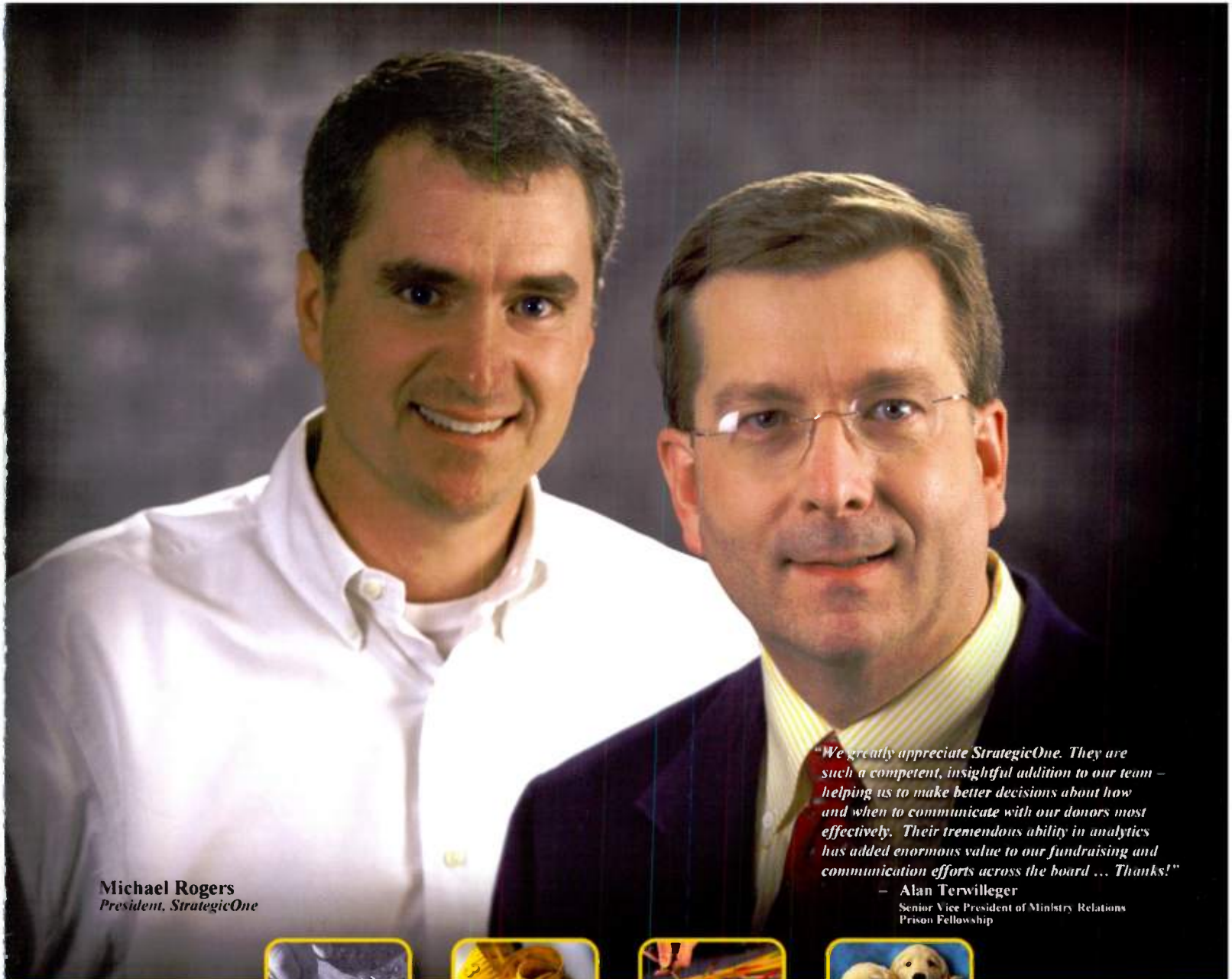
### December

Contact a few people you'd like to meet at NRB 2005 and set up an appointment.

*Richard G. Ensman is a freelance writer in Rochester, NY.*







**Michael Rogers**  
President, StrategicOne

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— Alan Terwilleger  
Senior Vice President of Ministry Relations  
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